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(71) Applicant (for all designated States except US): **KONINKLIJKE PHILIPS ELECTRONICS N.V.** [NL/NL];
Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **VAN BREEMEN, Albertus, J., N.** [NL/BE]; c/o Prof. Holstlaan 6, NL-5656

AA Eindhoven (NL). **REERINK, Sander, B.** [NL/NL];
c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).
FELJS, Laurentius, M., G. [NL/NL]; c/o Prof. Holstlaan
6, NL-5656 AA Eindhoven (NL).

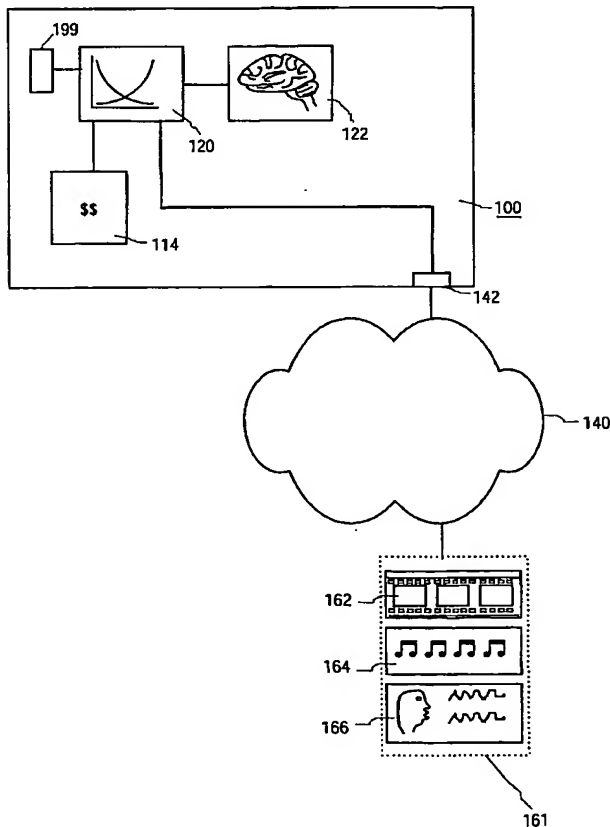
(74) Agent: **GROENENDAAL, Antonius, W., M.**; Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).

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(54) Title: MULTIMEDIA PURCHASING APPARATUS, PURCHASING AND SUPPLYING METHOD



(57) Abstract: The multimedia purchasing apparatus (100) for purchasing multimedia content (161) over a network (140), interacting with a user profiling unit (122) containing information on user preferences of multimedia, has a user negotiation unit (120) comprised, which is arranged to autonomously purchase the multimedia content (161) guided by a budget specification (114). Different negotiation strategies may be used to purchase content as desired by the user.

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